








# The Creation of Dakota Lamb Growers Cooperative

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# We are in the business of producing, processing and marketing natural lamb meat.

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-  Market to upscale retail grocery and natural food stores
-  Deliver nationwide large quantities consistently and efficiently
-  Identified eating experience factors and employ them all
-  Source verified and individual identity preservation
-  Only assets owned are our brand name and reputation






# History of Dakota Lamb Growers Cooperative

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-  Concept was born at grower wool cooperative meeting in 1996
-  Incorporated in 1999 with 7 grower Members serving as board
-  First equity drive fall of 2000
-  First customer March 2001
-  Second equity drive March 2002
-  Positive gross margin June 2002






# Demographics

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-  Closed cooperative – only grower investors can market lamb
-  184 members and 20,273 subscribed lamb
-  Members in North Dakota, South Dakota, Montana, Minnesota
-  Processor located in small town in southeast South Dakota
-  Office located in small town in southwest North Dakota

# Research Findings

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-  Get as close to the consumer as you can with your product
-  Differentiate your product as much as you can
-  Know what the consumer wants
-  Know what the customer wants
-  Service – Service – Service

# Grower Delivery



- 🏆 Grower responsible for delivery to combination receiving station – feedlot
- 🏆 Receiving station manager grades lambs weekly
- 🏆 Not all lambs in a group finish in the same week
- 🏆 Receiving station manager delivers lamb to processor
- 🏆 Lambs that will never qualify are sold at a commodity market
- 🏆 Grower has delivery options with receiving station-feedlot and transportation






# Processing Center



- 🏭 Located in southeast South Dakota
- 🏭 Process GI att kosher lamb, beef, bison
- 🏭 Processor purchases extra front half of the lamb from DLGC at the plant
- 🏭 Mutually beneficial alliance






# Marketing

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-  Main issue of any business
-  Finding a good marketer
-  Our marketer has 25 years experience in perishable food and natural meats
-  Markets two other meat proteins with our Lamb
-  Marketing multi-species meat proteins together creates several efficiencies

# Lamb Specifications

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-  Lambs are raised following a written protocol signed by grower
-  Affidavits signed by the grower upon delivery that protocol was followed
-  Processor signs an affidavit lamb was never commingled with any other
-  Complete cleanup occurs before our lambs are processed
-  Label Statement: "Raised in the USA from birth without antibiotics, growth stimulating hormones or fed animal byproducts."






# Identity Preservation

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- 🏆 Duplicate bar code ear tags for each live animal
- 🏆 Beginning of processing ear tags are replaced with carcass bar code tag
- 🏆 Growers purchase ear tags from DLGC
- 🏆 DLGC records the numbers with the grower for future reference
- 🏆 Weight and grades of each carcass are correlated with ID number
- 🏆 Payment to grower is accompanied by carcass value report
- 🏆 Grower receive financial incentive for exceeding standards

# Summary

We are a leader in controlled production methods to meet the consumer's demands.

-  The consumer wants convenience . . .  
we provide it with ready to cook product.
-  The consumer wants safety . . .  
we use source verification with a production protocol .
-  The consumer wants a great eating experience every time . . .  
we control the factors, which contribute to it.
-  The consumer wants the product year around . . .  
we supply it with our grower breeding and feed program.
-  The consumer wants value . . .  
we give it by the efficiencies of controlling the product  
to the consumer's supplier.